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10/642,902

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3195

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7590

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EXAMINER

HENRY, RODNEY M

ART UNIT

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3622

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/642,902	Applicant(s) ABRAHAM, DANIEL MARK	
	Examiner RODNEY M. HENRY	Art Unit 3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 11 March 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 3-22 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 3-22 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 10 June 2005 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date <u>6/10/2005</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. The following is a Non-Final Office Action on the merits. The Examiner acknowledges receipt of the amendment dated March 11, 2008. Claims 3-22 are currently pending and have been considered below.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 3-6, 9,12-16, 18, and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sheddan et al. (2002/0194088), in view of Messer (US 7,020,622).

As per claim 3:

Sheddan et al. discloses an electronic process which allows printable coupons to be provided online through a Website for fundraising by (See page 2, paragraph [0024], which discusses a school selling coupon books to raise funds, page 3, paragraph [0035] discusses server 112 executing web server software, and page 4, paragraph [0041]

discusses a printer for printing the coupons books 320 (FIG. 3)) by a non-profit organization, a charity organization, or a school, the process comprising the steps of:

displaying to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause (See page3, paragraph [0038], which discusses the participant being able to view the coupons available in their region);

printing a coupon with a household ID number of a selected incentive, selected by said Supporter (see FIG. 3 and page 2, paragraph [0025] which discloses participant [supporter], and participant's address [household ID information]);

identifying the selected Cause via the household ID number associated said printed coupon (see page 1, paragraph [0009], which discusses customized coupon books [coupons] for fundraising. The customization and the household ID system of page3, paragraph [0038] identifies the cause with the printed coupon (s) and coupon books); and

Sheddan et al. does not disclose generating a revenue share shared with the selected Cause and the Website.

However, Messer discloses generating a revenue share shared with the selected Cause and the Website (See column 4, lines 14-16 for website commission [revenue share] and col 4, lines 23-26 for Cause donation [revenue share]).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was add generating a revenue share shared with the selected Cause and the Website to the system of Sheddan et al. in order to compensate the website and to fund the charitable organizations.

As per claim 4:

Sheddan et al. discloses logging into a database the household ID number of the printed coupon (see page 2, paragraph [0025] for household ID such as address, and FIG. 3 for item 308 server storing the data).

As per claim 5:

Sheddan et al. discloses tracking redemption activity of said printed coupon via household ID number with respect to the Supporter, the selected Cause and the Sponsor (See page 3, paragraph [0033], which discusses coupon data 814, easily referencing as needed [tracking], organization and school [Cause], merchant [sponsor] and who placed the order [participant]).

Sheddan et al. does not disclose the step of generating the revenue share is in response to the redemption activity tracking.

However, Messer discloses generating a revenue share in response to the redemption activity tracking (See col 4, lines 23-26 for Cause donation [revenue share]).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was add generating a revenue share in response to the redemption activity tracking to the system of Sheddan et al. in order to compensate the to fund the charitable organizations.

As per claim 6:

Sheddan et al. does not disclose prior to the generating step, redeeming the printed coupon.

However, Messer discloses prior to the generating step [revenue share], redeeming the printed coupon (See col 4, lines 23-26 for Cause donation [revenue share]).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add prior to the generating step [revenue share], redeeming the printed coupon to the system of Sheddan et al. in order to ensure the participant makes the transaction first.

As per claim 9:

Sheddan et al. discloses maintaining in a database information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the printed coupons (See page 3, paragraph [0034], which discusses database 802 containing information on the coupons, and [0033] FIG. 8 data collection and storage areas 812 user data, 814 coupon data, 816 merchandise data, 818 ordering data, etc.).

As per claims 12, 22:

Sheddan et al. does not discloses receiving from the Sponsor redemption revenue reimbursement for the Website.

However, Messer discloses receiving from the Sponsor redemption revenue reimbursement for the Website (See column 4, lines 14-16 for website commission [revenue share]).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was add receiving from the Sponsor redemption revenue reimbursement for the Website to the system of Sheddan et al. in order to compensate the website for services rendered.

As per claim 13 (Amended):

Sheddan et al. discloses an electronic process which allows printable coupons to be provided online through a Website for fundraising by Causes, each Cause being one of a non-profit organization, a charity organization, or a school, the process comprising the steps of (See page 1, paragraph [0007], which discusses schools selling coupon books to raise funds, page 3, paragraph [0035] discusses server 112 executing web server software, and page 4, paragraph [0041] discusses a printer for printing the coupons books 320 (FIG. 3)):

(a) displaying online, to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause (See page 1, paragraph [0021], which discusses server 112 running web server software over the internet 122, page 3, paragraph [0038], which discusses the participant being able to view coupons specific to their region);

(b) printing by said Supporter while online at least one selectable printable coupon with an indigenous tracking code having a household ID number (see FIG. 3 and page 2, paragraph [0025] which discloses participant [supporter], and participant's address [household ID information]);

(c) tracking redemption activity of the printed coupon to identify the selected Cause via the household ID number (See page 3, paragraph [0033] and FIG. 8, which discusses ordering data 818 and table related to who placed the order, user information

such as name and system log on ID, name of school or merchant, and page 2, paragraph [0025] for household ID such as address and other user data);

and

(e) repeating steps (a) – (d) for a plurality of Supporters (See FIG. 1 and discussions on a-d).

Sheddan et al. does not disclose

(d) in response to step (c.), generating a revenue share shared with the selected Cause and the Website, wherein that portion of the revenue share generated for the selected Cause is fundraising revenue.

However, Messer discloses generating a revenue share shared with the selected Cause and the Website (See col 4, lines 23-26 for Cause donation [revenue share]).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was add generating a revenue share shared with the selected Cause and the Website to the system of Sheddan et al. in order to fund the charitable organizations.

As per claim 14 (Amended):

Sheddan et al. discloses

(f) logging into a database the household ID number of the printed coupon of said indigineous tracking code of the printed coupon (see page 2, paragraph [0025] for household ID such as address, and FIG. 3 for item 308 server storing the data).

(g) identifying in the database the Supporter, the selected Cause and the Sponsor on the printed coupon (See page 3, paragraphs [0033], which discusses FIG. 8

and database 802 and four data collection components 812, 814, 816, and 818. User (Supporter) data 812 contains user information such as name and system log on ID and password, name of school (The selected Cause) or merchant (Sponsor). The coupon data component 814 stores the coupon information).

As per claim 15:

Sheddan et al. discloses tracking via said household ID number with respect to the Supporter, the selected Cause, and the Sponsor. (See page 3, paragraph [0033], which discusses coupon data component 814 and its tables for storing coupon information, and ordering data component 818 and its tables related to who placed the order (Supporter), user information such as name and system log on ID, name of school (selected Cause) or merchant (Sponsor)).

As per claim 16:

Sheddan et al. does not disclose (f) prior to the generating step, redeeming the printed coupon.

However, Messer discloses prior to the generating step [revenue share], redeeming the printed coupon (See col 4, lines 23-26 for Cause donation [revenue share]).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add prior to the generating step [revenue share], redeeming the printed coupon to the system of Sheddan et al. in order to ensure the participant makes the transaction first.

As per claim 18:

Sheddan et al. discloses maintaining in a database information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the printed coupons (See page 3, paragraph [0034], which discusses database 802 containing information on the coupons, and [0033] FIG. 8 data collection and storage areas 812 user data, 814 coupon data, 816 merchandise data, 818 ordering data, etc.).

4. Claims 7, 8, 17, and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sheddan et al. (2002/0194088), in view of Messer (US 7,020,622), and DeLapa et al. (5,822,735), and Narayan et al. (2002/0138348), and further in view of Humble (US 4,949,256).

As per claim 7:

Sheddan et al. does not disclose the redeeming step includes:

processing the coupon by a redemption facility wherein said redemption facility process includes:

receiving from a retailer the redeemed coupon;

identifying the Sponsor associated the redeemed coupon; and

generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

Narayan et al. teaches an electronic coupon system having means for:

processing the coupon by a redemption facility (See page 5, paragraph [0137], which discusses the redemption facility being a retail merchant) wherein said redemption facility process includes:

receiving from a retailer the redeemed coupon (See page 5, paragraph [0137], which discusses the retailer redeeming the coupon and presenting it to the manufacturer to collect its charges for handling the transaction);

identifying the Sponsor associated the redeemed coupon (See page 5, paragraph [0137], which discusses the first issuer of the coupon as the ultimate redeemer of the coupon).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add redeeming steps to the system of Sheddan et al., in order to compensate the Website and other retailers.

Humble further discloses duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website (See the Abstract, which discusses a first file for all redeemable encoded coupons issued by all manufacturers (Sponsor) participating in the network, and a second file for all coupons redeemed by each retailer (Website) participating in the network).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add duplicate redemption files to the system of Sheddan et al. in order to provide accurate records for compensating the Website and for keeping the Sponsors informed of product sales via coupon usage.

As per claim 8:

Sheddan et al. does not disclose sending redemption reimbursement from the Sponsor for the redemption facility.

However De Lapa et al discloses sending redemption reimbursement from the Sponsor for the redemption facility (See col 5, lines 30-34).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add redemption reimbursement from the Sponsor for the redemption facility to the system of Sheddan et al. in order to reimburse the retailer more rapidly.

As per claim 17:

Sheddan et al. does not disclose the redeeming step includes: processing the coupon by a redemption facility wherein said redemption facility process includes:

- (i) receiving from a retailer the redeemed coupon;
- (ii) identifying the Sponsor associated the redeemed coupon; and
- (iii) generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

Narayan et al. teaches an electronic coupon system having means for: processing the coupon by a redemption facility (See page 5, paragraph [0137], which discusses the redemption facility being a retail merchant) wherein said redemption facility process includes:

(i) receiving from a retailer the redeemed coupon (See page 5, paragraph [0137], which discusses the retailer redeeming the coupon and presenting it to the manufacturer to collect its charges for handling the transaction);

(ii) identifying the Sponsor associated the redeemed coupon (See page 5, paragraph [0137], which discusses the first issuer of the coupon as the ultimate redeemer of the coupon).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add redeeming steps to the system of Sheddan et al., in order to compensate the Website and other retailers.

(iii) generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

Humble further discloses generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website (See the Abstract, which discusses a first file for all redeemable encoded coupons issued by all manufacturers (Sponsor) participating in the network, and a second file for all coupons redeemed by each retailer (Website) participating in the network).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add duplicate redemption files to the system of Sheddan et al. in order to provide accurate records for compensating the Website and for keeping the Sponsors informed of product sales via coupon usage.

As per claim 21:

Sheddan et al. discloses the step of (f) repeating steps (a) – (e) for said Causes (See page 1, paragraph [0007], which discusses the appeal of the invention to a plurality of schools).

Sheddan et al. does not disclose (b) printing a coupon with an indigenous tracking code of a selected incentive, selected by said Supporter.

De Lapa et al. discloses an indigenous tracking code of a selected incentive (See column 3, lines 41-43, which discusses coupons are printed bearing a machine readable code including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add an indigenous tracking code of a selected incentive to the system of Sheddan et al., in order to reduce or track fraudulent usage of coupons.

5. Claims 10 and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sheddan et al. (2002/0194088), in view of Messer (US 7,020,622), and further in view of Hung (US 7,257,545).

As per claims 10, 19:

Sheddan et al does not disclose that the household ID number is part of a UCC/EAN extended 128 barcode.

However Hung discloses the household ID number is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add UCC/EAN extended 128 barcode to the system of Sheddan et al. in order to promote high density barcode usage.

6. Claims 11 and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sheddan et al. (2002/0194088), in view of Messer (US 7,020,622), and Hung (US 7,257,545), and further in view of Narayan et al. (2002/0138348).

As per claims 11,20:

Sheddan et al. discloses the origin of the coupon by zip (See page 3, paragraph [0037], which discusses the regional information entered by the participant is a postal ZIP code, and the software first processes the ZIP code to determine a geographical region and then processes the geographical region information to determine which coupons are available),

Sheddan et al. does not disclose:
printing on said coupon said UCC/EAN extended 128 barcode;
information related to a Sponsor's brand name; an item name; a value of the coupon;
disclaimers and modifiers for the coupon; and product images

Hung teaches Configurable electronic redeemable coupon having household ID

number is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add UCC/EAN extended 128 barcode to the system of Sheddan et al. in order to promote high density barcode usage.

Narayan et al. discloses an electronic coupon system having information related to a Sponsor's brand name; an item name; a value of the coupon; disclaimers and modifiers for the coupon; and product images (See page 4, paragraph [0099], which discusses issuer name (Sponsor), value, associated product set, merchant terms and conditions, consumer terms and conditions, cash value, etc. An example of a physical coupon is shown in FIG. 4 with a product image).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add sponsor's brand name; an item name; a value of the coupon; disclaimers and modifiers for the coupon; and product images to the system of Sheddan et al., in order to provide a comprehensive set of information to the consumer related to the product.

Response to Arguments

7. The applicant's arguments are moot in light of the new grounds of rejection above.

Conclusion

8. The prior art made of record and not relied upon is considered pertinent to the applicant's disclosure.

Csaszar, Andras et al. (US 20030233422) discloses a method and apparatus for creation, publication and distribution of digital objects through digital networks.

Lawrence, Jay et al. (US 20020116215) discloses a method and system for administering an on-line fund-raising event.

AUBERTIN, E et al. (US 20020069108) discloses a computer network based fundraising campaign creation for charity organization, involves providing homepage for fundraising organization and transactional user interface through which potential supporters support organization.

Costin, William Gilmore IV et al. (US 20020049816) discloses a system and method for raising funds and establishing user affinity over a distributed network.

Microsoft Computer Dictionary, Fifth Edition

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Rodney M. Henry whose telephone number is 571-270-5102. The examiner can normally be reached on Tuesday through Friday from 7:30 am to 6:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO

Application/Control Number: 10/642,902

Page 17

Art Unit: 3622

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RMH

/Eric W. Stamber/
Supervisory Patent Examiner, Art Unit 3622